

Message Text

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17

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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R 081140Z JAN 76
FM AMEMBASSY ASUNCION
TO USDOC WASHDC
INFO SECSTATE WASHDC 6477

UNCLAS ASUNCION 0112

E.O. 11652: N/A
TAGS: BBSR, PA
SUBJ: WTDR - PRIMO F. CANO MARTINEZ

REF: USDOC 18663

1. ADDRESS: CASILLA POSTAL 1063, CALLE 25 DE
MAYO ESQUINA CURUPAYTY, ASUNCION, PARAGUAY.
TELEX: 280PY PARA FONE 24787. PHONE: 24787.
OFFICER: MR. PRIMO F. CANO MARTINEZ, OWNER-
MANAGER.

2. MEDIUM SIZE FIRM ESTABLISHED 1954. EMPLOYS 7
OF WHICH 2 ARE ADMINISTRATION PZLPLE, 2 SALESMEN, AND
3 COMMUNICATIONS AND ELECTRONICS SPECIALISTS.
ACTS AS IMPORTER, WHOLESALE AND RETAILER OF
COMMUNICATIONS AND ELECTRONICS EQUIPMENT, PARTS AND
ACCESSORIES.

3. FINANCIAL REFERENCES: BANCO PARAGUAYO DE
COMERCIO S.A., CASILLA 1043; BANCO DE LONDRES Y
AMERICA DEL SUD LTDO., CASILLA 696; BOTH OF
ASUNCION, PARAGUAY. TRADE REFERENCES: HARRIS
CORP., 123 HAMPSHIRE, QUINCY, IL 62301.

4. HARRIS CORP., BROADCAST PRODUCTS DIVISION,
123 HAMPSHIRE, QUINCY, IL 62301, ELECTRONIC
EQUIPMENT AND DEVICES, RADIO AND TELEVISION APPARATUS,
SINCE 1975.

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5. SUBJECT FIRM OPERATES FROM AMPLE, MODERN PREMISES (OWNED BY MR. PRIMO F. CANO MARTINEZ) WITH ADEQUATE SALES AND EXHIBITION ROOMS AT STREET LEVEL, IN A RESIDENTIAL SECTOR NOT DISTANT FROM DOWNTOWN ASUNCION. CANO MARTINEZ BECAME WELL ESTABLISHED IN THE FIELD OF RADIO COMMUNICATIONS IN THE LATE 50'S. SINCE 1962 UNTIL 1975 HE WAS EXCLUSIVE AGENT IN PARAGUAY FOR A LEADING AMERICAN COMMUNICATIONS EQUIPMENT MANUFACTURER BUT THIS RELATIONSHIP WAS TERMINATED FOR UNKNOWN REASONS. CANO MARTINEZ IS WELL KNOWN IN GOVERNMENT AND PRIVATE SPHERES AND ACTIVELY PARTICIPATES IN GOVERNMENT TENDERS. HE IS ASSISTED BY HIS BROTHER-IN-LAW, CARLOS A. COSCIA, WHO MANAGES THE ADMINISTRATION AND SALES OF THE FIRM. CANO MARTINEZ, A COMMUNICATIONS EXPERT, RENDERS TECHNICAL ADVISE AND ACTS AS HIS OWN SALESMAN. THE FIRM HAS ITS OWN SERVICE AND REPAIR FACILITIES IN THE SAME PREMISES. IT IS KNOWN THAT IN ADDITION TO HARRIS CORPORATION, THIS FIRM HAS OTHER SUPPLIERS IN THE U.S. AND EUROPE. CANO MARTINEZ MAY BE CONSIDERED A SUITABLE TRADE CONTACT FOR U.S. COMPANIES.

LANDAU

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Margaret P. Grafeld
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